

VALUE DRIVERS Highest-Order Outcomes for the Business	OPPORTUNITIES Under-Leveraged Opportunities to Focus the Organization Around Customer-First	STRATEGIC USE CASES Highest-Priority, Cross-Functional Strategies that Drive Business Value	WHAT TO DO Initiatives that Drive Strategic Use Cases	
<p><b>How to Grow Revenue</b></p>	<p>CREATE EXPERIENCES that DRIVE CUSTOMER ENGAGEMENT and ACTION</p>	<p>INTEGRATE CARE with MARKETING to Build, Deepen, and Strengthen Relationships with Customers</p>	<ul style="list-style-type: none"> <li>Detect detractors in real-time and understand why they are unhappy</li> <li>Merge social conversation histories to provide CSRs with past social interactions in real-time</li> <li>Integrate social case management workflows to drive faster time to resolution and cross-functional case processing</li> <li>Integrate social self-service and peer-to-peer support and service capabilities into owned web and mobile experiences</li> </ul>	
		<p>UNIFY AUDIENCE INSIGHTS to Inform Customer-Facing Teams with the Voice of Customers to Make Smarter, Faster Decisions</p>	<ul style="list-style-type: none"> <li>Profile audiences to know what customers say, feel, and do</li> <li>Integrate profiles from disparate CRM systems to build unified profiles</li> <li>Create social personas, look-alike clusters, and individual segments; target advertising at specific audiences</li> <li>Operationalize profiling and engaging with detractors to help shift sentiment, drive advocacy, or flag trolls</li> </ul>	
		<p>ENSURE ALL CONTENT IS PERSONALIZED, Channel-Specific, and Sharable</p>	<ul style="list-style-type: none"> <li>Establish social content performance benchmarks for partner and competitors</li> <li>Optimize content planning, ideation, sourcing, distribution, targeting, and performance tracking</li> <li>Enable disparate teams to re-use and re-purpose highest-performing content</li> <li>Leverage social insights to inform content creation and improve content curation</li> </ul>	
		<p>SHIFT MARKETING SPEND to DIGITAL MARKETING to Improve Brand Awareness, Reach, Share of Voice and Preference, and Accelerate Time-to-Market</p>	<ul style="list-style-type: none"> <li>Create customer journey maps that track online and offline interactions and key touch points</li> <li>Leverage social insights to define and refine social brand voice and messaging</li> <li>Create a 'social-to-sale' attribution model to map the path between social marketing and revenue growth</li> <li>Use paid social advertising to amplify reach, focus targeting, streamline campaigns, and consolidate reporting</li> </ul>	
		<p>INTEGRATE ENGAGEMENT into OMNI-CHANNEL STRATEGY to Enable a Unified View of the Customer Regardless of Where or When Interactions Take Place</p>	<ul style="list-style-type: none"> <li>Leverage social insights and journey maps to inform cross-channel campaigns and multi-screen experiences</li> <li>Design advertising (paid), owned, and earned initiatives as holistic efforts with social engagement at the core</li> <li>Integrate social engagement and user-generated content into owned properties, e.g., Website, e-commerce, and branded microsites</li> <li>Measure and analyze campaign performance across channels and screens</li> </ul>	
		<p>BUILD, GROW, and NURTURE ADVOCATE COMMUNITIES in All Digital Channels</p>	<ul style="list-style-type: none"> <li>Identify, categorize, and advertise to all targeted existing shared-interest communities online and offline</li> <li>Detect influencers in real-time to engage and further amplify their happiness</li> <li>Train community managers to effectively and authentically interact with communities and individual members</li> <li>Put social insights behind programs and campaigns that recognize and reward affinity, advocacy, and loyalty</li> </ul>	
		<p>DRIVE BRAND, PRODUCT, and SERVICE INNOVATION</p>	<p>CONSISTENTLY CANVASS All Digital Channels to Improve Customer Sentiment and Brand Health Measures</p>	<ul style="list-style-type: none"> <li>Create current state performance benchmarks and KPIs to track over time</li> <li>Deploy command center to visualize and share brand health KPIs for rapid response</li> <li>Create a real-time dashboard of Brand Health and Competitive Insights for Executives</li> <li>Consistently distribute baseline and trending reports to leads across the organization</li> </ul>
			<p>INFORM NEW IDEA DEVELOPMENT and INNOVATION PLANNING with Continuous Feedback from All Digital Channels</p>	<ul style="list-style-type: none"> <li>Leverage identified advocates to form Customer Advisory Board; use as a beta test group</li> <li>Capture and process social signals from owned social channels and across the web related to key products and services</li> <li>Auto-alert product and service teams to trending topics through rules, actions, filters, and queues</li> <li>Test new products and service ideas with select control groups, scaled through advertising</li> </ul>
		<p>FIND, REACH, and SELL to MORE BUYERS and REDUCE ACQUISITION COST</p>	<p>CONTINUOUSLY MINE QUALIFIED LEADS from All Digital Channels</p>	<ul style="list-style-type: none"> <li>Capture and process feedback from social channels and the Web to identify and qualify real sales prospects</li> <li>Identify upsell opportunities based on social care inquiries</li> <li>Analyze listening data to detect and surface indicators of purchase consideration or clear intent</li> <li>Qualify and stack rank prospects and sales influencers based on these indicators</li> </ul>
			<p>LEVERAGE SOCIAL SELLING to Nurture Leads and Convert Them into Customers</p>	<ul style="list-style-type: none"> <li>Showcase exemplary customer care interactions in social channels; amplify positive posts and leverage as marketing collateral</li> <li>Analyze program performance to determine the volume and cadence of leads, renewals, and up-sells generated</li> <li>Optimize by leveraging best of breed case studies and recognizing the most proactive employee social ambassadors</li> <li>Calculate the ROI of social-selling program compared to traditional sales activities</li> </ul>
<p><b>How to Reduce Cost</b></p>	<p>IMPROVE PRODUCTIVITY by CONNECTING, UNIFYING, and MOBILIZING ALL CUSTOMER-FACING TEAMS</p>	<p>ALIGN and RALLY the ORGANIZATION for Customer Experience Management</p>	<ul style="list-style-type: none"> <li>Secure executive sponsorship and C-suite mandate for serving customers and creating great customer experiences</li> <li>Determine omni-channel care strategy; orchestrate self, peer-to-peer, and brand social care plans</li> <li>Organize social engagement management for cross-functional collaboration</li> <li>Establish and institutionalize governance, policies, and procedures for social engagement</li> </ul>	
		<p>DEPLOY A UNIFIED SYSTEM of ENGAGEMENT Versus Multiple Point Solutions for Cross-Functional Collaboration and Customer Delight</p>	<ul style="list-style-type: none"> <li>Assess current social technology ecosystem; determine areas of under-performance, redundancies, and capability gaps</li> <li>Survey stakeholders to define social technology needs for today and in the near future</li> <li>Evaluate available solutions based on these requirements</li> <li>Integrate System of Engagement with existing technology ecosystem; build a unified data core and a library of APIs</li> </ul>	
		<p>LEVERAGE the SYSTEM of ENGAGEMENT to Understand Customer Needs, Nurture Promoters, Amplify Upsell Opportunities, and Improve Marketing Relevance</p>	<ul style="list-style-type: none"> <li>Create KPIs to track and measure the impact of improved workflow; calculate the ROI of cross-functional collaboration</li> <li>Automate processes across all care channels; record sentiment, history, and context; and ensure escalations remain internal</li> <li>Capture and distribute best-of-breed case studies of how improved collaboration created better customer experiences</li> <li>Recognize and reward examples of individuals and/or teams that have worked efficiently to delight customers</li> </ul>	
	<p>REDUCE CUSTOMER CHURN by DEPLOYING ONE-TO-MANY and PEER-TO-PEER CARE</p>	<p>SHIFT INVESTMENTS TO SOCIAL CARE and COMMUNITY to Drive Customer Satisfaction, Increase Affinity, and Satisfy Detractors</p>	<ul style="list-style-type: none"> <li>Procure a social case management technology that integrates with System of Engagement workflow</li> <li>Funnel customers with problems from owned digital properties to social care properties for quicker, personalized processing</li> <li>Reduce cost per case, achieve response and resolution SLAs, and develop Champions program</li> <li>Calculate the costs of losing a single customer; calculate the ROI of investing cross-functionally to retain every at-risk customer</li> </ul>	
<p>MARKET and RECRUIT TALENT MORE EFFICIENTLY by DIRECTLY ENGAGING CUSTOMERS, OPINION LEADERS, MEDIA, and JOB SEEKERS</p>	<p>Enable SELF-SERVICE and PEER-TO-PEER CARE to Resolve Issues Faster, Foster Community, and Grow Brand Affinity</p>	<ul style="list-style-type: none"> <li>Capture all social conversations to identify individuals and clusters of people with high brand affinity</li> <li>Nurture relationships with the most active brand advocates</li> <li>Enable workflow for advocate networks to interact directly to solve customer problems</li> <li>Recognize and reward community members who actively resolve customer issues independent of brand prompting</li> </ul>		
	<p>Calculate the Cost Savings of SHIFTING MARKETING SPEND to Digital Marketing</p>	<ul style="list-style-type: none"> <li>Determine the ROI of social paid advertising versus other advertising initiatives</li> <li>Determine the ROI of social audience and market research versus traditional methods</li> <li>Use social insights to develop rapid-response capabilities</li> <li>Conduct attribution modeling to determine impact of social engagement versus digital and other channels</li> </ul>		
	<p>LEVERAGE ENGAGEMENT for CORPORATE COMMUNICATIONS to Quickly Detect Brand Issues, Exchange Information with Media Efficiently, and Augment Brand Awareness and Affinity</p>	<ul style="list-style-type: none"> <li>Continually monitor social channels to identify and track the most prominent media representatives, analysts, and opinion leaders</li> <li>Nurture relationships with these constituents in social channels for rapid, real-time information exchanges</li> <li>Determine the ROI of social PR, IR, and AR vs. traditional programs</li> <li>Stress test crisis management policies and procedures quarterly or semi-annually</li> </ul>		
<p><b>How to Decrease Risk</b></p>	<p>SECURE the TECHNOLOGY ECOSYSTEM</p>	<p>MEET ALL SECURITY CERTIFICATIONS and STANDARDS, OPERATIONAL GUIDELINES, and BEST PRACTICES</p>	<ul style="list-style-type: none"> <li>Apply for global security certification standards</li> <li>Conduct gap analysis to determine system needs</li> <li>Procure missing or under-performing security technologies to manage social data and operations</li> <li>Ensure social care processes and governance align with security and operational standards</li> </ul>	
		<p>PREVENT CYBER ATTACKS, ACCOUNT HACKS, SYSTEM BREACHES, or INADVERTENT MISTAKES</p>	<ul style="list-style-type: none"> <li>Detect signals that would indicate APT—the Advanced Persistent Threat</li> <li>Mandate strong passwords and two-factor authentication as first lines of defense to prevent data theft or a system attack</li> <li>Consistently monitor, control, and protect every system node and end point</li> <li>Continually stress test for system compliance and new security threats</li> </ul>	
	<p>RAPIDLY RESPOND and DIFFUSE CRISES</p>	<p>COMPLY and CONTROL Digital Operations and Institutionalize Governance Protocols</p>	<ul style="list-style-type: none"> <li>Continually assess and modify as needed all existing governance and security policies and procedures</li> <li>Train new hires and provide corporate-wide education on social policies, guidelines, and procedures</li> <li>Identify and empower social leads across business units and functional teams to ensure operational compliance</li> <li>Operationalize social guidelines and best practices to enhance cross-departmental compliance</li> </ul>	
		<p>DETECT CRISES before They Occur</p>	<ul style="list-style-type: none"> <li>Create, consistently review, and revise a list of high-alert brand, product, and market-oriented keywords and search queries</li> <li>Use custom listening and moderation dashboards to pro-actively track potential crises across the social Web</li> <li>Assemble crisis management 'dream team' tasked with developing crisis management policies and procedures</li> <li>Test, adapt, and update crisis management procedures quarterly</li> </ul>	
<p>PROTECT BRAND REPUTATION</p>	<p>CHANNEL and TARGET Crisis Response Messages — Prevent Issues from Escalating Publicly on Social Channels</p>	<ul style="list-style-type: none"> <li>Automate the processing and distribution of high-priority issues in real-time to functional teams</li> <li>Activate crisis teams to create, curate, review, and publish content to appropriate social channels at the appropriate times</li> <li>Deploy Command Centers to visualize high-alert social information and enable teams to manage crises in real-time</li> <li>Define and stress-test permissioning and approval path workflows across all listening and response teams</li> </ul>		
	<p>RALLY SUPPORT for the BRAND by Activating Social Influencers and Advocates</p>	<ul style="list-style-type: none"> <li>Leverage all channels to identify most helpful members; recruit them to become brand champions</li> <li>Create an internal SWAT team to engage as first-responders</li> <li>Reach out to each individual advocate or influencer and provide him or her with issue-specific content to propagate</li> <li>Leverage System of Engagement to amplify positive comments and track brand sentiment across social and the Web</li> </ul>		

# The Digital Customer-First Transformation System

## Situation — Digital Disruption

Customer Experience. Digital Transformation. Customer Centricity. The buzzwords swirl around us every day in blog posts, white papers, panel discussions, podcasts, and more. What do they really mean? They're all about customers — and in the new world of empowered, connected people, recognizing all customers and their specific needs is paramount to business success. Every enterprise, however, has been disrupted by digital technology and social engagement.

How did we get here? Three moments in time — we call them waves — tell the story.



### Market Response: Misguided

Many brands are struggling to respond. While 80% of companies believe they deliver superior customer experiences, only 8% of customers say they actually receive great experiences from brands. That's a problem.

None of this means brands should abandon investments in legacy technologies. They must, however, find a way to capture unstructured data, or else they risk missing important context for engaging with customers the right way. Otherwise, they can only see part of the picture: just a portion of who their customers really are and what they really want.

### Enter the Digital Customer-First Transformation System

Solving the challenges of social and IoT disruption starts with a mandate: embrace and enable a Customer-First imperative that prioritizes customer needs over everything else. Many brands are just beginning their journey to become a Customer-First organization. Most can't put this transformation into action because they don't have the right technology solutions to manage social disruption.

But the challenge is bigger and requires more than just the right software. Companies need the right technology to bring teams together to meet customer needs, and in the process, move faster to create meaningful value for both customers and the brand.



The urgency to become Customer-First is real. And many global brands need help on their journey. That's why we've created the **DIGITAL CUSTOMER-FIRST TRANSFORMATION SYSTEM**. We invite you to explore the system and learn how it can help you align stakeholders to a common vision for engagement, move faster as a unified team, and create strategic business value from engagement.

## Benefits and Outcomes

Situations where the Digital Customer-First Transformation System Aligns Stakeholders, Accelerates Activity, and Creates Strategic Value:



## The Models

	RATIONALE	MODEL NAME	DESCRIPTION
1	WHY Overview	Value Model	The Ideal State of Digital Customer-First
2	WHAT Overview	Capabilities Model	What's Needed from People, Processes, and Technologies
3	WHAT Deep Dive	Functional Use Case Model	What's Needed to Drive Strategic Value Across the 'Last Mile'
4	WHERE Overview	Maturity Model	Your Journey to Digital Customer-First
5	HOW MUCH Overview	ROI Model	Validating The Investment in Engagement
6	HOW Overview	Operations Model	Making Engagement Happen — The SCs
7	HOW Deep Dive	Reference Architecture Model	Making Engagement Happen — A Unified Design

# How to Use the Value Model

## What It Is

It is a map that illustrates the direct pathways from engagement to strategic business value.

It acts as a how-to-win playbook that helps executives understand how to create and capture value from engagement.

## How It Helps

It shows executives and managers how to drive strategic business value (making money, reducing cost, managing risk) through engagement.

### Step-by-Step Guide:

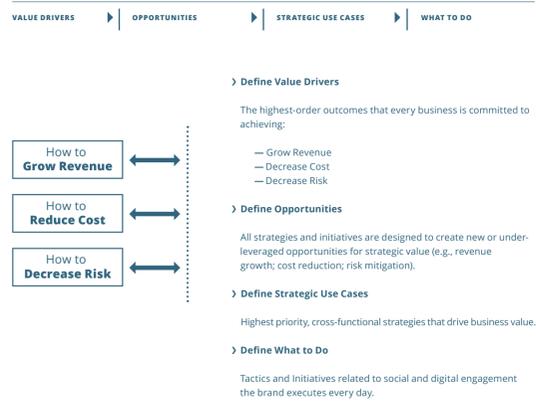
#### Step 1:

##### Diving In

Unfold the Value Model and put it on a wall or on a table.

#### Step 2:

##### Notice How Information Is Presented Horizontally Across Four (4) Columns



#### Step 3:

##### How to Read the Value Model

The Value Model helps visualize all typical use cases associated with customer engagement — how they are connected and interrelated, and where there are duplicate efforts or gaps in planning or execution.

##### Start with the single-use case that is common among all Sprinkr clients — CRISIS DETECTION

The best way to understand how to read the Value Model is to find where the use case — in this case, crisis detection — is indicated as an Strategic Use Case.

— Find the Strategic Use Case called "Detect Crises Before They Occur" in the section related to Decrease Risk.

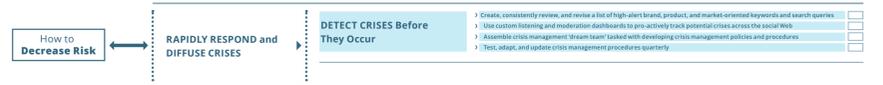
— The list of What to Do activities to the right of this Strategic Use Case are just four of the many possible What to Do activities the brand has to execute in order to detect a crisis before it occurs.

— There may be many people responsible for crisis detection, but as an Strategic Use Case, it is likely a very big initiative that can lead to significant opportunity to capture and create value — which is the connection to the right — Rapidly Respond to Diffuse a Crisis.

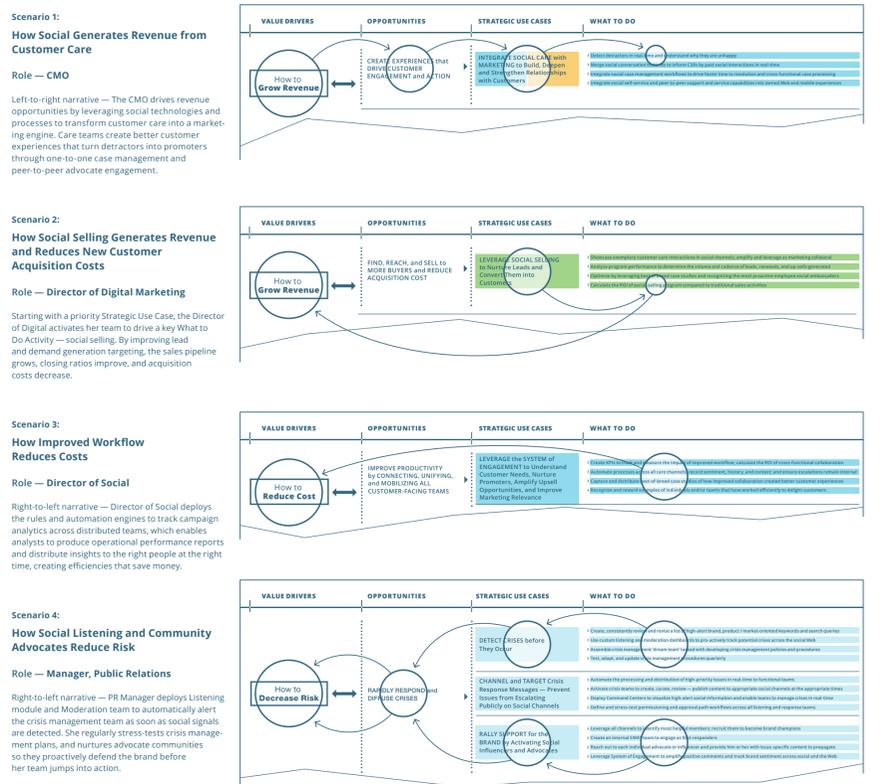
— This is how to read the Value Model — start with the use case; find the right Strategic Use Case or What to Do activities; then read either left or right to understand how to capture and create value.

— Look for other Strategic Use Cases or How to Do activities that are related OR that the organization could be doing.

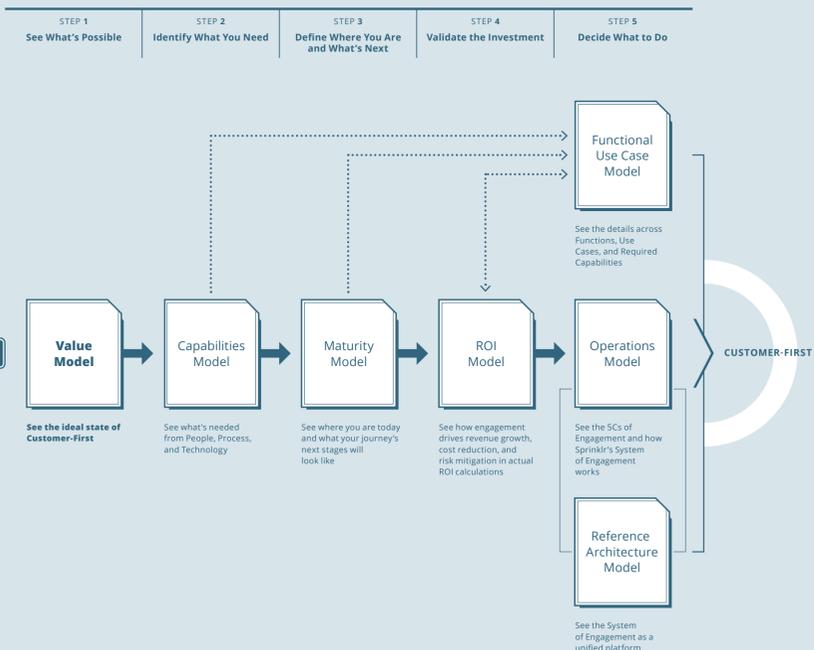
— Notice how the Value Roadmap reads from left to right AND, in some cases, vertically — where completing a set of How to Do activities would be the logical trigger to the next Strategic Use Case in that section.



## Sample Scenarios and Use Cases



## Your Journey to Digital Customer-First



## Value Model

